

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2017 / 2018

**LPR1037 – PUBLIC RELATIONS STRATEGIES**  
(All Sections)

16 OCTOBER 2017  
9:00 a.m. – 11:00 a.m.  
2 Hours

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 printed pages with 2 sections only.
2. Answer **TWO** questions in **Section A**. Answer **ALL** questions in **Section B**.
3. Write your answers for all sections in the Answer Booklet provided.

**SECTION A (20 MARKS)****Instruction:** Answer only TWO questions.

1. Briefly explain each of the following terms used in public relations:
  - a) Publics (2 marks)
  - b) Quantitative research (2 marks)
  - c) Corporate identity (2 marks)
  - d) Copyright (2 marks)
  - e) Press conference (2 marks)
2. Describe with examples, five publics for a major hospital and two suitable methods for the hospital to communicate with each of the publics. (10 marks)
3. You have been engaged as a public relations consultant to carry out a public relations campaign in an under-developing area, promoting health and hygiene in the preparation and cooking of food.
  - a) Briefly describe five communication methods you might employ in this campaign. (5 marks)
  - b) Briefly describe five different methods to evaluate the success of this campaign. (5 marks)

**SECTION B (30 MARKS)****Instruction:** Answer ALL questions.

1. Pure-Clean Sdn Bhd, a manufacturer of household cleaning materials, is launching a new liquid cleaner which claims will remove dirt and stains such as oil, grease and paint from household surfaces. They are to build a new factory for this product near your capital city and will be creating about 150 new jobs. Prepare a news release of approximately 200 words announcing this information to the news media. You may invent any relevant details. (10 marks)
2. A small school in a remote rural area is threatened with closure due to lack of funding. You are currently attached to a non-governmental organisation and have been asked by your organisation to use your Public Relations knowledge to assist the school. You have done a preliminary survey and you have found out that the area does not have any internet connection and a limited access to printed media. Furthermore, the school has only limited funds for any Public Relations campaign. Prepare a suitable campaign using the 6-point planning model – in bullet point format to present to the school. (20 marks)